

X copy

# fashion calendar

APRIL 29

# 1974

34th year

a weekly publication

JANUARY

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FEBRUARY

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DECEMBER

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new york, n.y. 10028

ruth finley, publisher



# FASHION CALENDAR

NOTE: Although listings are repeated until the scheduled date of every event, they frequently incorporate IMPORTANT CHANGES. A CAREFUL CHECK OF EVERY issue will, therefore, yield maximum use of FASHION CALENDAR to the reader . . . Ruth Finley, Publisher

## WEEK BEGINNING MONDAY, APRIL 29, 1974

| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                        | <u>WHERE</u>   |
|--|---|--|--|
| Monday<br>April 29<br>10:00 A.M.             | OPENING OF FALL<br>COLLECTION<br>By reservation. Contact: LA 4-3520.  | SHERENA FOR<br>TEAL TRAINA             | 550 SEVENTH AVENUE<br>SHOWROOM - 15TH FLOOR                    |
| Monday<br>April 29<br>11:00 A.M.             | PRESS SHOWING:<br>FALL COLLECTION<br>By invitation. For buyers, Tues., April 30 at 11:00. Thereafter by appointment. Contact: LO 3-4358.                              | VERA MAXWELL                           | 530 SEVENTH AVENUE<br>SHOWROOM - 26TH FLOOR<br>By reservation. |
| Monday<br>April 29<br>11:30 A.M.             | OPENING OF FALL<br>COLLECTION<br>Also May 6 at 11:30. By reservation. Contact: 736-6983.  | HOUSE OF BRANELL                       | 530 SEVENTH AVENUE<br>SHOWROOM - 27TH FLOOR                    |
| Monday<br>April 29<br>1:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>Also Mon., May 6 at 1:00. By reservation. Contact: LA 4-3520.  | TEAL TRAINA                            | 550 SEVENTH AVENUE<br>SHOWROOM - 15TH FLOOR                    |
| Monday<br>April 29<br>2:30 P.M.              | OPENING OF FALL<br>COLLECTION<br>Also., Mon., May 6 at 2:30. By reservation. Contact: CH 4-1872.  | LEW PRINCE OF<br>ALDRICH, INC.         | 530 SEVENTH AVENUE<br>SHOWROOM - 12TH FLOOR                    |
| Monday<br>April 29<br>5:00 P.M.<br>Cocktails | OPENING: NEW COUTURE<br>FALL COLLECTION<br>By invitation. Thereafter in showroom, 498 Seventh Avenue, 9th floor. Contact: 564-0910.                                   | GEORGE HALLEY                          | HOTEL PIERRE<br>COTILLION ROOM                                 |
| Monday<br>April 29<br>5:30 P.M.              | OPENING OF FALL<br>COLLECTION<br>Also May 6, 13 at 5:30. Contact: CI 7-2200; or 335-6033.   | HELGA<br>(722 SO. LOS ANGELES ST.)     | HOTEL GOTHAM<br>SUITE 1609                                     |
| Beginning<br>Monday<br>April 29              | FALL COLLECTION<br>IN NEW YORK<br>Show changed to May 6 at 6:30 in Ballroom. Contact: Rod Owens (213) 627-7586.   | A & O COUTURE<br>(122 EAST 7TH, L.A.)  | HOTEL GOTHAM<br>SUITE 605                                      |
| Monday<br>April 29<br>8:00 P.M.              | PREVIEW: FALL MEN'S<br>READY-TO-WEAR<br>By invitation. Contact: Johanna Burke, 929-0490.  | DIMITRI OF ITALY<br>(140 FIFTH AVENUE) | THE COLONY<br>30 EAST 61ST STREET                              |
| Monday<br>April 29-<br>May 8                 | FALL-WINTER<br>COLLECTION 1974<br>By appointment. Contact: Mr. Julie Pollack, 244-3847.   | PRISCILLA OF BOSTON                    | 498 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR                     |
| Beginning<br>Monday<br>April 29              | OPENING OF FALL<br>COLLECTION<br>Designed by Leon Block. Continuous by appointment. Contact: Kathleen Block, 541-7690. Public Relations: Leslie Cunningham, 889-6185. | LEON BLOCK                             | 1290 SIXTH AVENUE<br>SHOWROOM - 14TH FLOOR                     |



| <u>DATE</u>                       | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>   | <u>WHERE</u>                                   |
|-----------------------------------|---|---|--|
| Beginning<br>Monday<br>April 29   | OPENING OF FALL<br>COLLECTION<br>Continuous showings by appointment.  | DALANI<br>BY JEANNENE BOOHER<br>Contact: Betty Yarmon, 565-1025.        | 498 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR     |
| Beginning<br>Monday<br>April 29   | FALL SPORTSWEAR<br>COORDINATES<br>Continuous by appointment.  | LOOMTOGS<br>Contact: 594-2100.  | 1407 BROADWAY<br>SHOWROOM - 35TH FLOOR         |
| Beginning<br>Monday<br>April 29   | OPENING OF NEW<br>FALL COLLECTION<br>Totally new and sportive collection.   | ADELE MARTIN BY<br>CARA KIRBY<br>Contact: Betty Yarmon, 565-1025.       | 498 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR     |
| Beginning<br>Monday<br>April 29   | OPENING OF FALL<br>COLLECTION<br>Continuous by appointment.   | MASEPPI (DIV. SEQUEL I)<br>BY EMIL DE JOHN<br>Contact: 868-8100.        | 498 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR     |
| Beginning<br>Monday<br>April 29   | OPENING OF FALL<br>COLLECTION<br>Continuous showings by appointment.  | BOB PAPELL, INC.<br>Contact: Jules Levine, 221-1336.                    | 550 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR    |
| Beginning<br>Monday<br>April 29   | OPENING OF FALL<br>COLLECTIONS<br>Showing in new showroom of fashions by Gunter, Noriko, Chester Weinberg, and Samuel Robert; and introducing Ataka I. Continuous by appointment. | SAMUEL ROBERT<br>Contact: Bill Levin, 221-1995.                         | 530 SEVENTH AVENUE<br>NEW SHOWROOM - 4TH FLOOR |
| Beginning<br>Monday<br>April 29   | OPENING OF FALL<br>COLLECTION<br>Also a group of after-5 dresses, designed by Gloria Castalda.  | RONA BY<br>MARIO FORTE<br>Contact: Betty Yarmon, 565-1025.              | 498 SEVENTH AVENUE<br>SHOWROOM - 6TH FLOOR     |
| Beginning<br>Monday<br>April 29   | OPENING OF FALL<br>COLLECTION<br>By appointment.  | SEQUEL I BY<br>ELAINE BRANDT<br>Contact: 868-8100.                      | 498 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR     |
| Beginning<br>Monday<br>April 29   | OPENING OF FALL<br>COLLECTION<br>Continuous showings by appointment.  | BILL SMITH<br>FOR SKIP COLLECTION<br>Contact: Valerie Alpert, 868-8100. | 498 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR     |
| Tuesday<br>April 30<br>10:00 A.M. | OPENING OF FALL<br>COLLECTION<br>Also May 7 at 10:00 A.M. By reservation.   | ADELE SIMPSON<br>Contact: LA 4-7626.                                    | 530 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR    |
| Tuesday<br>April 30<br>11:00 A.M. | SHOWING OF FALL<br>COLLECTION<br>By reservation.  | MOLLIE PARNIS BOUTIQUE<br>Contact: 279-5012.                            | 530 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR    |
| April 30                          | 11:00 A.M., VERA MAXWELL (2nd show), 530 Seventh Ave., 26th fl, LO 3-4358   |   |  |
| Cancelled<br>April 30             | THE ANNE FOGARTY FOR LEONARD SUNSHINE SHOWING, ORIGINALLY SCHEDULED FOR APRIL 30 AT 12:00 NOON, HAS BEEN CANCELLED. The collection opened April 24.                               |   |  |
| Tuesday<br>April 30<br>1:00 P.M.  | OPENING OF FALL<br>COLLECTION<br>By invitation.   | PAT SANDLER &<br>PAT'S PLACE<br>Contact: CH 4-0600.                     | 498 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR    |



| <u>DATE</u>                                    | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                 | <u>WHERE</u>                                      |
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| Tuesday<br>April 30<br>2:00 P.M.               | SHOWING OF FALL<br>COLLECTION<br>By invitation. Thereafter by appointment. Contact: Bill Beck, 279-7257.  | MADY GERRARD KNITWEAR;<br>MADY'S SPORTSWEAR     | 1407 BROADWAY<br>SHOWROOM - SUITE 3201            |
| Tuesday<br>April 30<br>2:00 P.M.               | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: Miss Peggy, 524-9800.  | MAIN STREET                                     | 500 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR       |
| Tuesday<br>April 30<br>3:00 P.M.               | OPENING OF FALL<br>COLLECTION<br>By reservation. Contact: Mary Kloss, 868-2880. Publ: Eleanor Lambert, MU 8-2130  | PAPILLON  | 530 SEVENTH AVENUE<br>SHOWROOM - 14TH FLOOR       |
| Tuesday<br>April 30<br>4:30 P.M.               | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: Rene Tixier, 354-1500.   | BLASSPORT<br>(550 SEVENTH AVENUE)               | HOTEL PIERRE<br>COTILLION ROOM                    |
| Tuesday<br>April 30<br>5:30 P.M.-<br>7:00 P.M. | PREVIEW OF<br>FALL COLLECTION<br>By invitation. Publicity: Billie Gould, 661-9675. Showing at Hotel Gotham<br>April 29-May 15. Contact: CI 7-2200.  | GAGLIANO OF CALIFORNIA<br>(1950 COTNER, W.L.A.) | BLUE ANGEL<br>125 EAST 54TH STREET                |
| Tuesday<br>April 30<br>5:30 P.M.-<br>8:00 P.M. | FALL READY-TO-WEAR &<br>ACCESSORIES FROM ITALY<br>Informal modeling of Ferragamo ready-to-wear and accessories. By invitation.<br>Contact: Francesca Baldeschi, 246-0088.   | FERRAGAMO OF ITALY                              | 712 FIFTH AVE. (55TH ST.)<br>SHOWROOM - 3RD FLOOR |
| Tuesday<br>April 30<br>7:00 P.M.<br>Dinner     | MEN'S FASHIONS AT<br>THIRD ANNUAL AUCTION<br>Informal modeling of men's and women's fashions, to be auctioned, for benefit<br>of Goodwill Industries of America. Tickets: \$100.00 per person (Including<br>Bidding Scrip). Auctioneer: Robert L. Green. Contact: 688-3030. | PLAYBOY MAGAZINE<br>(747 THIRD AVENUE)          | FOUR SEASONS RESTAURANT<br>99 EAST 52ND STREET    |
| Beginning<br>Tuesday<br>April 30               | COMPLETE FALL<br>COLLECTION<br>Continuous by appointment. Contact: Peggy Shiller, 239-1150.   | ELEANOR BRENNER<br>FOR BRENNER COUTURE          | 498 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR        |
| Beginning<br>Tuesday<br>April 30               | OPENING OF FALL<br>COLLECTION<br>Continuous showings. Contact: 565-6900.  | JONNY HERBERT;<br>PAB LTD.                      | 498 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR       |
| Beginning<br>Tuesday<br>April 30               | EARLY FALL EVENING<br>AND AT-HOME FASHIONS<br>By appointment. Contact: WI 7-0511.   | DAVID MORRIS CO.<br>BY HARRY STRIEBEL           | 525 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR        |
| Wednesday<br>May 1<br>10:00 A.M.               | OPENING OF FALL<br>COLLECTION<br>By invitation. Thereafter by appointment. Contact: LO 3-1640.  | GLORIA SACHS                                    | 530 SEVENTH AVENUE<br>SHOWROOM - 30TH FLOOR       |
| Postponed<br>May 1                             | THE FRIEDRICKS SPORT PREVIEW, ORIGINALLY SCHEDULED FOR MAY 1 AT 11:00 A.M.,<br>HAS BEEN POSTPONED TO THURSDAY, MAY 2 AT 5:00 P.M. ( See pg. 5).   |   |   |
| Wednesday<br>May 1<br>11:00 A.M.               | OPENING OF FALL<br>COLLECTION<br>By invitation. Thereafter by appointment. Contact: CH 4-7522.  | JERRY SILVERMAN<br>BY SHANNON RODGERS           | 530 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR       |
| Postponed<br>May 1                             | THE JOHN KLOSS SHOW, ORIGINALLY SCHEDULED FOR WED., MAY 1, AT 12:00 NOON,<br>HAS BEEN POSTPONED TO MONDAY, MAY 6 AT 12:00 NOON (See pg. 6).   |   |   |



| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                    | <u>WHERE</u>   |
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| Wednesday<br>May 1<br>12:30 P.M.<br>Luncheon | "TENNIS FASHIONS FOR<br>HIM AND HER"<br>Reservations (\$7.75): CI 6-9171. Barbetta Publicity:<br>TE 2-8212.   | HAYMAKER; IZOD;<br>DAVID CRYSTAL   | BARBETTA RESTAURANT<br>321 WEST 46TH STREET<br>Ellen Perl, |
| Wednesday<br>May 1<br>1:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>Also Tues., May 7 at 1:00 P.M. By reservation. Contact: LA 4-0237.   | HAROLD LEVINE BY<br>DON BREITINGER | 530 SEVENTH AVENUE<br>SHOWROOM - 21ST FLOOR                |
| Wednesday<br>May 1<br>2:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>Premiere of outerwear collection. By reservation. Contact: LO 3-0988.  | RODRIGUES (DIV.<br>PETER CLEMENTS) | 530 SEVENTH AVENUE<br>SHOWROOM - 2ND FLOOR                 |
| Wednesday<br>May 1<br>2:00 P.M.              | FALL PREMIERE: COMPLETE<br>OUTERWEAR COLLECTION<br>By reservation. Thereafter by appointment. Contact: 354-9080.  | WACS WORKS<br>BY ILIE WACS         | 530 SEVENTH AVENUE<br>SHOWROOM - 29TH FLOOR                |
| Wednesday<br>May 1<br>3:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: 354-8740.  | JIM BALDWIN                        | 205 WEST 39TH STREET<br>SHOWROOM - 4TH FLOOR               |
| Wednesday<br>May 1<br>3:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: WI 7-7457.   | KIKI HART BY<br>GEORGE SAMEN       | 530 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR                 |
| Wednesday<br>May 1<br>4:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: 239-4600.  | KASPER FOR<br>JOAN LESLIE          | 530 SEVENTH AVENUE<br>SHOWROOM - 11TH FLOOR                |
| Wednesday<br>May 1<br>5:00 P.M.              | SHOWING OF DOMANI<br>FALL COLLECTION<br>Fall dresses, costumes, pantsuits, designed by Claire Mara in fabrics of<br>Du Pont fibers. Show at 5:45. By invitation. Contact: Joyce Weiss at<br>Domani, OX 5-7900.  | DOMANI &<br>DU PONT                | DU PONT FASHION THEATRE<br>350 FIFTH - 4TH FLOOR           |
| Wednesday<br>May 1<br>5:30 P.M.              | OPENING OF FALL<br>COLLECTION<br>Press and buyers showing, followed by cocktails and buffet with Eva Gabor and<br>Luis Estevez. By invitation. For buyers, Mon. May 13 at 10:30 A.M. at 5:30<br>Seventh Ave., 8th fl. Contact: Ruth Winslow, 221-6655. Publicity: Jody<br>Donohue Assoc., 683-7690. | THE EVA GABOR<br>LOOK BY ESTEVEZ   | PUB THEATRICAL<br>1633 BWAY AT 51ST ST.                    |
| Beginning<br>Wednesday<br>May 1              | OPENING OF FALL<br>COLLECTION<br>Continuous showings. Contact: 239-8530.  | DESIGN THAI &<br>STAR OF SIAM      | 550 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR                |
| Beginning<br>Wednesday<br>May 1              | OPENING OF FALL<br>COLLECTION<br>Continuous showings by appointment. Contact: Jim Fitzsimmons, 524-8126.  | JAN'S THINGS LTD.<br>BY JAN STRASS | 499 SEVENTH AVENUE<br>SHOWROOM - 11TH FLOOR                |
| Thursday<br>May 2<br>10:00 A.M.              | PRESS PREVIEW:<br>FALL COLLECTION<br>Preview of Bonnie Cashin's collection for Philip Sills. By invitation.<br>Beginning Mon., May 6 by appointment. Contact: Arthur Sheer, LO 5-0274.<br>Publicity: Ruth Hammer Associates, 685-8290.  | PHILIP SILLS BY<br>BONNIE CASHIN   | 48 WEST 37TH STREET<br>SHOWROOM - 5TH FLOOR                |



| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                     | <u>WHERE</u>                                     |
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| Thursday<br>May 2<br>10:00 A.M.              | OPENING OF FALL<br>COLLECTION<br>Also May 7 at 11:00 A.M. By reservation.   | MALCOLM STARR<br>BY RIZKALLAH                       | 530 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR      |
| Thursday<br>May 2<br>10:30 A.M.              | FALL LINGERIE SHOWINGS<br>FOR RESIDENT BUYERS<br>Also at 2:30. By reservation. (Market Week, May 13).   | VANITY FAIR   | 640 FIFTH AVENUE<br>SHOWROOM - 6TH FLOOR         |
| Thursday<br>May 2<br>11:00 A.M.              | PRESS SHOWING OF<br>FALL COLLECTION<br>By invitation. Buyers show at 3:30.  | STEPHEN BURROWS                                     | 550 SEVENTH AVENUE<br>SHOWROOM - 22ND FLOOR      |
| Thursday<br>May 2<br>12:30 P.M.              | BENEFIT FASHION<br>SHOW AND LUNCHEON<br>Produced by Josephine Hughes. By invitation only.   | BERGDORF GOODMAN                                    | ST. REGIS HOTEL<br>ROOF                          |
| Thursday<br>May 2<br>1:00 P.M.               | OPENING OF FALL<br>COLLECTION<br>Designed by Martin Staehely. By reservation.   | VICTORIA ROYAL                                      | 530 SEVENTH AVENUE<br>SHOWROOM - 7TH FLOOR       |
| Thursday<br>May 2<br>2:00 P.M.               | OPENING OF COMPLETE<br>FALL COLLECTION<br>Also May 7 at 2:00 P.M. By reservation.   | GENE BERK FOR PAGANNE;<br>GENE BERK FOR PAGANNE TOO | 530 SEVENTH AVENUE<br>SHOWROOM - 12TH FLOOR      |
| Thursday<br>May 2<br>3:00 P.M.               | OPENING OF FALL<br>COLLECTION<br>By reservation.  | GINALA, GINESSA,<br>AQUANALA                        | 512 SEVENTH AVENUE<br>SHOWROOM - 13TH FLOOR      |
| May 2  | 3:30 P.M., STEPHEN BURROWS (2nd show), 550 7th, 22nd floor, 221-6252.   |   |  |
| Cancelled<br>Thursday<br>May 2               | THE CLARET BY BETSE CANN SHOWING ORIGINALLY SCHEDULED FOR THURS., MAY 2 AT 4:15 P.M., HAS BEEN CANCELLED. Continuous showings, 530 Seventh Avenue, 26th floor. By appointment.  |   |  |
| Thursday<br>May 2<br>5:00 P.M.               | PREVIEW OF FALL<br>COLLECTION<br>By invitation. (Note change of date and time). Cocktails will follow show to celebrate opening of new showroom.  | FRIEDRICKS SPORT BY<br>BILL AND HAZEL HAIRE         | 205 WEST 39TH STREET<br>NEW SHOWROOM - 12TH FL.  |
| Thursday<br>May 2<br>5:00 P.M.               | "TREVIRA STAR" --<br>NEW FABRIC<br>New fabric -- "Trevira Star" -- will be presented to manufacturers and mills. By invitation.   | HOECHST FIBERS<br>(TREVIRA)                         | 1515 BROADWAY (44TH ST)<br>SHOWROOM - 31ST FLOOR |
| Thursday<br>May 2<br>6:00 P.M.-<br>9:00 P.M. | COCKTAIL RECEPTION FOR<br>BUYERS AND PRESS<br>Reception for out-of-town buyers and special tour of ten rooms in the Mansion, decorated by leading designers. Mayor Abraham Beame and other city officials will welcome the guests. Admission by ticket only.  | FASHION CAPITAL<br>OF THE WORLD                     | CARNEGIE MANSION<br>FIFTH AVE. (90TH & 91ST)     |
| Friday<br>May 3<br>9:30 A.M.                 | WHOLESALE COLLECTION<br>FOR PRESS AND BUYERS<br>Fashion showing of Holly's Harp first wholesale collection, available to stores across the country. By invitation. Publicity: Barbara Gerard, CI 7-1100, ext. 345. Thereafter by appointment, Hotel Plaza, Suite 1401-1403; PL 9-3000. Contact: Jim Harp, (213) 462-6377. | HOLLY'S HARP<br>(CALIFORNIA)                        | HENRI BENDEL<br>2ND FLOOR                        |



| <u>DATE</u>                   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                  | <u>WHERE</u>                                 |
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| Friday<br>May 3<br>11:30 A.M. | PRESS SHOWING: FALL-<br>WINTER COLLECTION<br>By invitation, Thereafter by appointment. Contact: 244-1700. Publicity:<br>Judy Guerin, Inc., 879-4822.  | GOLDWORM   | 1410 BROADWAY<br>SHOWROOM - 20TH FLOOR       |
| Friday<br>May 3<br>1:00 P.M.  | OPENING OF FALL<br>BOUTIQUE COLLECTION<br>For press and buyers. By invitation. Thereafter by appointment. Contact:<br>472-2352.   | THE HOUSE OF<br>HANAE MORI                       | 25 EAST 79TH STREET<br>SHOWROOM              |
| Friday<br>May 3<br>2:30 P.M.  | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: Jane Arend, 354-9440.  | MARITA BY<br>ANTHONY MUTO                        | 530 SEVENTH AVENUE<br>SHOWROOM - 5TH FLOOR   |
| May 5-<br>May 8               | 35TH MITAM SPRING-SUMMER FABRICS SHOW IN MILAN AT PALAZZIO DEL TESSILE PIAZZA<br>6 FEBBRARIO. Contact: Mitam, 4/d Galleria San Bibbia 20122 Milan 792-154   |  |  |
| Monday<br>May 6<br>10:00 A.M. | OPENING OF FALL<br>COLLECTION<br>By invitation. (Note change of time). Contact: Joe Snow, 239-4155.   | GIORGIO DI SANT'ANGELO                           | 550 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR   |
| Monday<br>May 6<br>11:00 A.M. | FALL COLLECTION:<br>PRESS SHOWING<br>By invitation. Also at 3:30. Contact: 221-1300.  | CHESTER WEINBERG<br>FOR N.O.W. STUDIO            | 205 WEST 39TH STREET<br>SHOWROOM - 8TH FLOOR |
| May 6                         | 11:30 A.M., HOUSE OF BRANELL (2nd show), 530 7th Ave., 27th fl., 736-6983.  |  |  |
| Monday<br>May 6<br>12:00 Noon | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: Joanne Creveling, 586-2377. Buyers: 221-0644.  | JOHN KLOSS                                       | 530 SEVENTH AVENUE<br>SHOWROOM - 8TH FLOOR   |
| May 6                         | 1:00 P.M., TEAL TRAINA (2nd show), 550 Seventh, 15th floor, LA 4-3520.  |  |  |
| May 6                         | 2:30 P.M., LEW PRINCE OF ALDRICH, INC, (2nd show), 530 7th, 12th fl, CH 4-1872  |  |  |
| Monday<br>May 6<br>3:30 P.M.  | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: Roni Thaw, 838-0510.   | DONALD J. PLINER<br>FOR RBCC                     | 11 EAST 57TH STREET<br>SHOWROOM - 6TH FLOOR  |
| Monday<br>May 6<br>3:30 P.M.  | OPENING OF FALL<br>COLLECTIONS<br>The Estevez Collection and The Anytime/Anywhere Collection. By invitation.<br>Thereafter at showroom, 8th floor. Contact: 221-6655. Publicity: Eleanor<br>Lambert, MU 8-2130. | LUIS ESTEVEZ<br>(530 SEVENTH AVE.)               | HOTEL PLAZA<br>BAROQUE SUITE                 |
| May 6                         | 3:30 P.M., CHESTER WEINBERG FOR N.O.W. STUDIO (2nd show), 205 W.39th, 221-1300.   |  |  |
| Monday<br>May 6<br>5:00 P.M.  | COMPLETE FALL<br>COLLECTION<br>Show at 5:30 P.M. By invitation. Contact: Helen Presser, 354-0640.   | LEO NARDUCCI/AMBIANCE                            | HOTEL PLAZA<br>GRAND BALLROOM                |
| May 6                         | 5:30 P.M., HELGA (2nd show), Hotel Gotham, private suite 335-6033   |  |  |
| Beginning<br>Monday<br>May 6  | FALL COAT AND<br>SUIT COLLECTIONS<br>Also, Gallavanter collection, designed by Jimmy Allison. Continuous by<br>appointment. Contact: LA 4-7285.   | GALLANT INTERNATIONAL<br>(HERBERT GALLANT, INC.) | 205 WEST 39TH STREET<br>SHOWROOM - 8TH FLOOR |



| <u>DATE</u>                    | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                        | <u>WHERE</u>                                   |
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| Beginning<br>Monday<br>May 6   | PREMIERE: FALL<br>WARDROBE SEPARATES<br>New collection, designed and manufactured by Bert and Lorraine Geiger. By appointment. Contact: 245-4937 or 245-4906.  | BERT AND LORRAINE GEIGER               | 881 SEVENTH AVENUE<br>CARNEGIE HALL-SUITE 1001 |
| Beginning<br>Monday<br>May 6   | SHOWING OF FALL<br>COLLECTION<br>Continuous showings by appointment. Contact: Gene Wasserberg, (312) 342-2410.   | NORIKO<br>(2650 W. BELDEN, CHICAGO)    | ST. MORITZ HOTEL<br>PRIVATE SUITE              |
| Beginning<br>Monday<br>May 6   | OPENING OF FALL<br>COLLECTION<br>Daytime and evening fashions, designed by Jay Anderson. Contact: Mrs. Walker, 947-0964. Publicity: Margaret Hodge Co., 758-9230.  | POSH, INC.<br>BY JAY ANDERSON          | 550 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR    |
| Monday<br>May 6-<br>May 9      | HONG KONG<br>PRODUCTS EXHIBITION<br>Featuring men's, women's and children's ready-to-wear, furs; jewelry, gifts, paintings, games, sporting goods, etc. by 15 Hong Kong manufacturers and exporters. Contact: Pearl Tso, 582-6610. | HONG KONG TRADE<br>DEVELOPMENT COUNCIL | N.Y. HILTON HOTEL<br>GRAMERCY SUITE            |
| Tuesday<br>May 7<br>9:30 A.M.  | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: PE 6-9601.  | CALVIN KLEIN                           | 205 WEST 39TH STREET<br>SHOWROOM - 11TH FLOOR  |
| May 7                          | 10:00 A.M., ADELE SIMPSON (2nd show), 530 7th Ave., 23rd floor, LA 4-7626  |  |  |
| Tuesday<br>May 7<br>10:30 A.M. | PRESS SHOWING:<br>FALL COLLECTION<br>By reservation. Buyers show at 4:30 P.M. Contact: 354-9080.   | ILIE WACS                              | 530 SEVENTH AVENUE<br>SHOWROOM - 29TH FLOOR    |
| May 7                          | 11:00 A.M., MALCOLM STARR (2nd show), 530 Seventh Ave., 20th fl, 594-0030.   |  |  |
| Tuesday<br>May 7<br>12:00 Noon | SHOWING OF<br>FALL COLLECTION<br>By invitation. Contact: 279-5012.   | MOLLIE PARNIS COUTURE                  | 530 SEVENTH AVENUE<br>SHOWROOM - 18TH FLOOR    |
| May 7                          | 1:00 P.M., HAROLD LEVINE (2nd show), 530 Seventh, 21st floor, LA 4-0237  |  |  |
| Tuesday<br>May 7<br>1:00 P.M.  | OPENING OF FALL<br>COLLECTION<br>By reservation. Contact: 279-8575.  | MR. BLACKWELL                          | 530 SEVENTH AVENUE<br>SHOWROOM - 21ST FLOOR    |
| Tuesday<br>May 7<br>1:30 P.M.  | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: Joanne Dendel, 777-6480.  | LADY MADONNA<br>(137 FIFTH AVENUE)     | 26 WEST 23RD STREET<br>PENTHOUSE               |
| May 7                          | 2:00 P.M., PAGANNE; PAGANNE TOO (2nd show) 530 7th Ave., 12th fl., 736-0151  |  |  |
| Tuesday<br>May 7<br>2:30 P.M.  | OPENING OF FALL<br>COLLECTION<br>By reservation. Contact: David Schneider, 279-9223.   | VICTOR JORIS                           | 500 SEVENTH AV.-5TH FL.<br>CUDDLECOAT SHOWROOM |
| Tuesday<br>May 7<br>3:30 P.M.  | OPENING OF FALL<br>COLLECTION<br>Also May 14 at 3:30. By reservation. Contact: 239-7080.   | JOHN ANTHONY                           | 550 SEVENTH AVENUE<br>SHOWROOM - 24TH FLOOR    |
| May 7                          | 4:30 P.M., ILIE WACS (2nd show), 530 Seventh Ave., 29th fl, 354-9080   |  |  |



| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                    | <u>WHERE</u>                                  |
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| Tuesday<br>May 7<br>4:30 P.M.                | SEVENTY-FIFTH ANNUAL<br>FASHION SHOW<br>Show at 5:30. Tickets: \$5.00. Contact: Fashion Office, 636-3465.  | PRATT INSTITUTE                    | N.Y. HILTON HOTEL<br>TRIANON ROOM             |
| Tuesday<br>May 7<br>5:00 P.M.                | OPENING OF FALL<br>COLLECTION<br>By invitation. Thereafter in showroom 530 Seventh, 22nd floor, 695-7715.  | CONCEPT VII<br>BY RONALD KOLODZIE  | 575 SEVENTH AVENUE<br>17TH FLOOR              |
| Beginning<br>Tuesday<br>May 7                | OPENING OF FALL<br>COLLECTION<br>Continuous by appointment. Contact: Gertrude, PE 6-5547.  | HARMAY BY<br>ST. AMOUR             | 498 SEVENTH AVENUE<br>SHOWROOM - 22ND FLOOR   |
| Beginning<br>Tuesday<br>May 7                | OPENING OF FALL<br>COLLECTION<br>By appointment. Contact: Jo MacLeod, 736-3075.  | DOMINIC ROMPOLLO                   | 530 SEVENTH AVENUE<br>NEW SHOWROOM - 21ST FL. |
| Wednesday<br>May 8<br>9:00 A.M.              | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: 239-4600.   | KASPER FOR<br>J.L. SPORT           | 530 SEVENTH AVENUE<br>SHOWROOM - 11TH FLOOR   |
| Wednesday<br>May 8<br>10:30 A.M.             | OPENING OF FALL<br>COLLECTION<br>Press show at 3:00 P.M. Buyers, May 14 at 11:00. Contact: 524-9350.   | OSCAR DE LA RENTA                  | 550 SEVENTH AVENUE<br>SHOWROOM - 11TH FLOOR   |
| Wednesday<br>May 8<br>11:30 A.M.             | OPENING OF FALL<br>COLLECTION<br>By invitation. ( <u>Note change of date</u> ). Contact: Joanne Creveling, 586-2377.   | RALPH LAUREN                       | 550 SEVENTH AVENUE<br>SHOWROOM - 8TH FLOOR    |
| Postponed<br>May 8                           | JACQUES BELLINI PRESS PREVIEW OF FALL MENSWEAR, ORIGINALLY SCHEDULED FOR MAY 8<br>AT 12:30 P.M., HAS BEEN CANCELLED. ( <u>NEW DATE WILL BE ANNOUNCED</u> )         |                                    |   |
| Wednesday<br>May 8<br>12:30 P.M.<br>Luncheon | MEN'S AND WOMEN'S<br>FASHIONS AT LUNCHEON<br>Spring and Summer collection. Reservations: \$7.75. Contact: CI 6-9171.<br>Barbetta Publicity: Ellen Perl, TE 2-8212. | PIERO DIMITRI                      | BARBETTA RESTAURANT<br>321 WEST 46TH STREET   |
| Wednesday<br>May 8<br>1:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>By reservation. Contact: Flori Milan, 239-4155.   | ADRI                               | 550 SEVENTH AVENUE<br>SHOWROOM - 9TH FLOOR    |
| Wednesday<br>May 8<br>2:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>By reservation. Continuous thereafter. Contact: 354-0679.   | RICHILENE BY<br>JON MANDL          | 530 SEVENTH AVENUE<br>SHOWROOM - 29TH FLOOR   |
| Wednesday<br>May 8<br>2:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>By reservation. Contact: 354-7830.  | SCOTT BARRIE;<br>BARRIE SPORT LTD. | 530 SEVENTH AVENUE<br>SHOWROOM - 3RD FLOOR    |
| Wednesday<br>May 8<br>3:00 P.M.              | SHOWING OF FALL<br>COLLECTION<br>By reservation. Contact: Marie Bottone, LO 4-9220.  | CHRISTIAN DIOR-N.Y.                | 498 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR   |
| May 8  | 3:00 P.M., OSCAR DE LA RENTA (Press show), 550 7th Ave., 11th fl, 524-9350   |                                    |   |
| Wednesday<br>May 8<br>4:00 P.M.              | OPENING OF FALL<br>COLLECTION<br>By invitation. Thereafter at 550 Seventh Ave., 8th floor. Contact:<br>Joanne Creveling, 586-2377. Buyers: 221-0644.               | CLOVIS RUFFIN<br>(RUFFINWEAR)      | 1441 BROADWAY<br>17TH FLOOR                   |



| <u>DATE</u>                     | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>  | <u>WHERE</u>   |
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| Wednesday<br>May 8<br>5:30 P.M. | PRESS PREVIEW OF<br>FALL COLLECTION<br>Designed by Jerri Crooks.   | THE CLARENDON COLLECTION<br>(HENRY FRIEDRICKS CO.)<br>By invitation. Contact: Judy Espinar, PE 6-8867. | 205 WEST 39TH STREET<br>SHOWROOM - 12TH FLOOR                      |
| Thursday<br>May 9<br>10:30 A.M. | OPENING OF FALL<br>COLLECTION<br>By invitation. Thereafter continuous by appointment.<br>279-7347.   | MISS ELLIETTE, INC.  | 498 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR<br>Contact: John Deely, |
| Thursday<br>May 9<br>11:30 A.M. | PRESS PREVIEW OF<br>FALL COLLECTION<br>By invitation. Buyers at 3:00 P.M. Contact: 354-6340.   | HALSTON  | 550 SEVENTH AVENUE<br>SHOWROOM - 14TH FLOOR                        |
| Thursday<br>May 9<br>2:30 P.M.  | PREVIEW OF FALL<br>COLLECTIONS<br>By invitation. Contact: Michele Abruzzo, BR 9-6560.  | DAVID CRYSTAL; SHIRTMAKER;<br>CRYSTAL PLUS; ALLIGATOR CO.  | 498 SEVENTH AVENUE<br>SHOWROOM - 23RD FLOOR                        |
| May 9                           | 3:00 P.M., HALSTON, 550 Seventh Ave., 14th fl, (buyers show), 354-6340   |  |  |
| Thursday<br>May 9<br>4:30 P.M.  | FALL COLLECTION BY<br>SURJIT AND ADARSH GILL<br>Show at 5:00. By reservation. Contact: Tom Foster, 758-8301 or 249-5639.                           | SAZ &<br>SAZ BOUTIQUE  | 42 EAST 57TH STREET<br>SHOWROOM - 4TH FLOOR                        |
| Thursday<br>May 9<br>5:00 P.M.  | OPENING OF LIMITED<br>SIGNATURE COLLECTION<br>By invitation. ( <u>Note change of time</u> ). Contact: Judy Lauterstein, WI 7-3850.                 | LEAMOND DEAN DESIGNS<br>H.H.LTD (DIV. TOWNCLIFFE)  | 512 SEVENTH AVENUE<br>SHOWROOM - 31ST FLOOR                        |
| Postponed<br>May 10             | THE BIEFF-HERRERA PRESS SHOW, ORIGINALLY SCHEDULED FOR MAY 10 AT 10:00 A.M.,<br>HAS BEEN POSTPONED TO THURSDAY MAY 16 AT 1:00 (See pg. 11).        |  |  |
| May 12                          | MOTHER'S DAY   |  |  |
| May 13                          | 10:30 A.M., EVA GABOR LOOK BY ESTEVEZ (2nd show), 530 Seventh, 8th fl., 221-6655   |  |  |
| Monday<br>May 13<br>12:00 Noon  | PRESS SHOWING OF<br>FALL COLLECTION<br>By invitation. Also May 14, 15 at 12:00 Noon. By reservation. Contact: LW 4-<br>LW 4-0454.                  | GEOFFREY BEENE &<br>BEENE BAG  | 550 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR                         |
| Monday<br>May 13<br>3:30 P.M.   | FALL AND HOLIDAY<br>COLLECTION<br>Sportswear and dresses. By invitation. Contact: Lewis Winter, 989-5384.  | MRS. H. WINTER FOR<br>YESTERDAY'S NEWS   | 115 WEST 23RD STREET<br>STUDIO (6TH & 7TH AVE.)                    |
| Monday<br>May 13<br>5:00 P.M.   | FALL AND WINTER<br>COUTURE COLLECTION<br>By invitation. Thereafter by appointment. Contact: 472-2352.  | HANAE MORI   | 27 EAST 79TH STREET<br>SHOWROOM                                    |
| Monday<br>May 13<br>5:30 P.M.   | COCKTAIL PARTY FOR<br>BUYERS AND PRESS<br>From 5:30 to 8:30 P.M. By invitation. Contact: Losi Beekman, 628-4257.                                   | VENDOME JEWELRY  | EL MOROCCO<br>307 EAST 54TH STREET                                 |
| Beginning<br>Monday<br>May 13   | OPENING: FALL HAT AND<br>JEWELRY COLLECTIONS<br>Continuous showings. Contact: Sherry Batrus, 679-6281. Publicity: Stutman<br>Associates, 247-2662. | PETER & PEGGY<br>FOR P. C. DESIGNS   | 385 FIFTH AVENUE<br>SHOWROOM - SUITE 809                           |
| Beginning<br>Monday<br>May 13   | OPENING OF FALL<br>COLLECTION<br>Continuous by appointment. Contact: BR 9-2345.  | LEVINO VERNA   | 1407 BROADWAY<br>SHOWROOM - 34TH FLOOR                             |



| <u>DATE</u>                     | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                       | <u>WHERE</u>                                 |
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| Monday<br>May 13-<br>May 24     | FALL FOUNDATIONS,<br>LINGERIE AND NIGHTWEAR<br>"Pleasures" -- designs by Emilio Pucci, Vera and Margit Brandt -- daily at 10, 11:30 and 2:30. Also, exhibition of paintings by Donald Pierce of New York. By reservation. Contact: 682-1233. Publicity: Ruth Hammer Assoc., 685-8290.          | FORMFIT ROGERS                        | 530 SEVENTH AVENUE<br>SHOWROOM - 15TH FLOOR  |
| Monday<br>May 13-<br>May 22     | "VISIONS FOR<br>FALL '74"<br>Body fashions, daywear, sleepwear and loungewear. Daily showings 9:30, 11:00, and 2:30 by appointment. (No 9:30 show, Mon., May 13). Contact: Mary Ann Shraky, 682-8510.  | THE H. W. GOSSARD CO.                 | 330 MADISON AVENUE<br>PENTHOUSE-39TH FLOOR   |
| Monday<br>May 13-<br>May 24     | FALL LINGERIE<br>MARKET WEEKS<br>"The Good Life" -- Daily at 9:30, 10:30 and 2:30. By invitation. Contact: Priscilla Weinlandt, 582-6767.  | VANITY FAIR                           | 640 FIFTH AVENUE<br>SHOWROOM - 6TH FLOOR     |
| Beginning<br>Monday<br>May 13   | FALL LINGERIE, LOUNGEWEAR,<br>HOSIERY, BODYWEAR<br><u>Lingerie, loungewear, body shapers: May 13-16, at 11:00 and 2:30; May 20-22 at 11:00. Contact: Joan King, 689-4200, ext. 203. Hosiery, bodywear, slippers: May 13-16 at 10:00 and 3:30. Contact: Lucille Berger, 689-4200, ext. 248.</u> | VAN RAALTE                            | 417 FIFTH AVENUE<br>SHOWROOM - 2ND FLOOR     |
| Monday<br>May 13-<br>May 22     | MARKET WEEKS: LINGERIE,<br>AT-HOME, FOUNDATIONS<br>Showings at 9:30, 11:00 and 2:00, May 13-16 and May 20-22. Contact: Hope Robbins, MU 2-5580.  | VASSARETTE                            | 261 MADISON AVENUE<br>GROUND FLOOR           |
| Monday<br>May 13-<br>May 24     | FALL<br>MARKET WEEK<br>Featuring lingerie, loungewear and foundations. Informal modeling. Contact: Bernadette Koziel, 757-9600.  | KAYSER-ROTH                           | 640 FIFTH AVENUE<br>SHOWROOM - 5TH FLOOR     |
| May 13                          | FALL HANDBAG MARKET WEEK IN NEW YORK   |                                       |  |
| Tuesday<br>May 14<br>11:00 A.M. | PRESS PREVIEW:<br>FALL '74<br>By invitation. Contact: Barbara Morch, 594-8400.   | LIZ CLAIBORNE<br>FOR YOUTHGUILD       | N.Y. CULTURAL CENTER<br>2 COLUMBUS CIRCLE    |
| May 14                          | 11:00 A.M., OSCAR DE LA RENTA (3rd show), 550 Seventh Ave., 11th fl, 524-9350.   |                                       |  |
| May 14                          | 12:00 Noon, GEOFFREY BEENE (2nd show), 550 Seventh Ave., 4th fl., LW 4-0454  |                                       |  |
| Tuesday<br>May 14<br>2:00 P.M.  | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: Valerie Albert, 868-8100.   | BILL SMITH FOR<br>THE SKIP COLLECTION | 498 SEVENTH AVENUE<br>SHOWROOM - 4TH FLOOR   |
| May 14                          | 3:30 P.M., JOHN ANTHONY (2nd show), 550 Seventh Ave., 24th fl., 239-7080   |                                       |  |
| Tuesday<br>May 14<br>4:30 P.M.  | FALL AND HOLIDAY<br>SLEEP & LOUNGEWEAR<br>Introducing designs of Bieff-Herrera, Holly Harp, Carol Horn, Willi Smith to the world of leisure. By invitation. Thereafter by appointment, 10 West 57th Street. Contact: Pat Tennant, CI 7-1100, ext. 274 or 303.                                  | BENDEL'S STUDIO                       | HERMAN MILLER, INC.<br>600 MADISON - 2ND FL. |



| <u>DATE</u>                                   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                  | <u>WHERE</u>   |
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| May 14-<br>May 16                             | INTERNATIONAL LEATHER GOODS SHOW AT HOTEL McALPIN<br>Contact: G. Neuburger, International Trade Shows, 545 Fifth Ave., MU 7-1185  |  |  |
| Wednesday<br>May 15<br>12:00 Noon<br>Luncheon | "LINGERIE GOES PUBLIC"<br>-- LUNCHEON SHOW<br>Showing of leisure fashions, underwear, sleepwear.<br>Prices: \$15.00, members; \$25.00, guests. Contact: CI 7-3940.  | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA) | WALDORF-ASTORIA<br>BALLROOM<br>Speaker: Geraldine Stutz. |
| May 15  | 12:00 Noon, GEOFFREY BEENE (3rd show), 550 Seventh Ave., 4th fl., LW 4-0454   |  |  |
| Wednesday<br>May 15<br>4:00 P.M.              | OPENING OF FALL<br>PART II COLLECTION<br>Also, May 21 and 23 at 4:00. By reservation. (Press show, by invitation only, Tuesday, May 21 at 2:30). Contact: LO 3-1600.  | TRIGERE  | 550 SEVENTH AVENUE<br>SHOWROOM - 16TH FLOOR              |
| Beginning<br>Wednesday<br>May 15              | OPENING OF FALL<br>COLLECTION<br>Presenting the entire day-to-night, total wardrobe for Fall 1974. Continuous by appointment. Contact: 279-9912.  | ANNE KLEIN AND COMPANY<br>DONNA KARAN            | 205 WEST 39TH STREET<br>SHOWROOM - 3RD FLOOR             |
| Thursday<br>May 16<br>10:00 A.M.              | OPENING OF FALL<br>COLLECTION<br>By invitation. Contact: Susan Dimond, 354-0760.  | ALBERT NIPON                                     | 530 SEVENTH AVENUE<br>SHOWROOM - 3RD FLOOR               |
| Thursday<br>May 16<br>11:30 A.M.              | PRESS PREVIEW: FURS<br>BY EMERIC PARTOS<br>Presentation of Emeric Partos' exclusive for collection for Bergdorf Goodman. Press Show, by invitation. Publicity: Suzanne Butterfield, PL 3-7300.  | BERGDORF GOODMAN                                 | FUR SALON<br>2ND FLOOR                                   |
| Thursday<br>May 16<br>1:00 P.M.               | PREVIEW OF FALL<br>COLLECTION<br>Designed by Arturo Herrera and Neil Bieff. (Note change of date and time). Contact: Barbara Ottaviani, 691-1666.   | BIEFF-HERRERA                                    | 7 WEST 22ND STREET<br>SHOWROOM - 9TH FLOOR               |
| Thursday<br>May 16<br>2:30 P.M.               | OPENING OF FALL<br>COLLECTION<br>Also, May 21 and 23 at 2:30. By reservation. (Press show, Mon., May 20 at 12:00 Noon at Hotel Pierre, by invitation). Contact: 524-6968.   | BILL BLASS                                       | 550 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR              |
| Friday<br>May 17<br>9:30 A.M.                 | SHOWING OF<br>FALL COLLECTION<br>Fashion showing of Mary McFadden's clothes for day and evening, first wholesale collection available to stores across the country. For press and buyers. By invitation. Thereafter by appointment at 131 East 71st Street, 4th floor. Contact: 628-3025. | MARY McFADDEN                                    | J. PATRICK LANNAN-6TH FL.<br>760 PARK AVE.-72ND ST.      |
| May 19-<br>May 22                             | 1974 BATH PRODUCTS SHOW AT NEW YORK COLISEUM<br>Contact: National Association of Bath Products Mfrs, 473 Fifth Ave., 889-1994.  |  |  |
| May 19-<br>May 22                             | FALL COLLECTIONS BY METROPOLITAN SPORTSWEAR EXHIBITORS AT STATLER HILTON<br>Contact: Henry Frydan, 592-0060.  |  |  |
| May 20  | 12:00 Noon, BILL BLASS, PRESS SHOW AT HOTEL PIERRE. By invitation. 524-6968   |  |  |
| May 21  | 2:30 P.M., TRIGERE PRESS SHOW, 550 Seventh Av., 16th fl. By invitation, LO 3-1600   |  |  |
| May 21  | 2:30 P.M., BILL BLASS (3rd show), 550 Seventh Ave., 17th floor, LA 4-6968   |  |  |



| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                               | <u>WHERE</u>                                 |
|--|--|---|--|
| May 21                                       | 4:00 P.M., TRIGERE (3rd show), 550 Seventh Ave., 16th fl, LO 3-1600  |   |  |
| Wednesday<br>May 22<br>11:00 A.M.            | FALL COLLECTION<br>IN LOS ANGELES<br>Contact: Rod Owens (213) 627-7586.  | A & O COUTURE                                 | 122 EAST 7TH STREET<br>L.A. CALIFORNIA       |
| Wednesday<br>May 22<br>4:00 P.M.             | OPENING OF FALL<br>COLLECTION<br>For press and buyers. By invitation. Contact: Helen Borger, CO 5-7720.  | RONALD AMEY                                   | 16 WEST 57TH STREET<br>SHOWROOM - 5TH FLOOR  |
| Thursday<br>May 23<br>12:30 P.M.<br>Luncheon | GRADUATION<br>LUNCHEON<br>Guest speaker: William Lippincott, Chairman of the Board, Lord & Taylor. Associate degrees to the graduates; awards to outstanding alumni. By invitation. Contact: Allan Falk, TR 9-4644.                          | TOBE-COBURN SCHOOL                            | HOTEL PIERRE<br>BALLROOM                     |
| May 23                                       | 2:30 P.M., BILL BLASS (4th show), 550 Seventh Ave., 17th floor, LA 4-6968  |   |  |
| May 23                                       | 4:00 P.M., TRIGERE (4th show), 550 Seventh Ave., 16th fl., LO 3-1600   |   |  |
| Saturday<br>May 25-<br>May 30                | FALL MARKET<br>WEEK IN DALLAS<br>Women's and children's wear Fall market. Contact: (214) 634-1970; or Jack Goldstein, 527 Madison Avenue, 752-2422.  | AMERICAN FASHION<br>ASSOCIATION               | DALLAS APPAREL MART<br>2300 STEMMONS FREEWAY |
| May 27                                       | MEMORIAL DAY (Monday) -- Legal Holiday   |   |  |
| May 27-<br>May 30                            | INTERSTOFF TRADE FAIR FOR CLOTHING TEXTILES IN FRANKFURT (May 27-30)<br>Contact: German American Chamber of Commerce, 582-7788.  |   |  |
| Wednesday<br>May 29-<br>June 12              | ANNUAL BREAKFAST<br>FASHION SHOWS<br>Breakfast May 29, 30, 31, June 4, 5, 6, 7, 11, 12. Show at 8:00 A.M. Afternoons May 30, June 3, 6, 10. Champagne at 3:00 P.M. Show at 4:00 P.M. By invitation. Contact: June Roche, 695-1200, ext. 436. | DEERING-MILLIKEN<br>(1045 SIXTH AVENUE)       | WALDORF-ASTORIA<br>BALLROOM                  |
| Saturday<br>June 1-<br>June 4                | THIRTY-SECOND SEMI-<br>ANNUAL DISPLAY MARKET<br>Visual merchandise seminar, Fri., May 31. (Contact: NRMA, 100 W. 31, 244-8780) N.A.D.I. -- 684-0677.   | NATIONAL ASSOCIATION<br>OF DISPLAY INDUSTRIES | STATLER-HILTON<br>N.A.D.I. SHOWROOMS         |
| Monday<br>June 3<br>11:00 A.M.               | PREVIEW OF FUR<br>COLLECTION<br>By invitation. Contact: Pat Forrest, LO 4-4726.  | PIERRE CARDIN FOR<br>MICHAEL FORREST          | 333 SEVENTH AVENUE<br>SHOWROOM - 20TH FLOOR  |
| Monday<br>June 3<br>4:00 P.M.                | PREVIEW OF FALL<br>FUR COLLECTION<br>By invitation. Thereafter in showroom, 333 Seventh Ave., 20th floor. Contact: Pat Forrest, LO 4-4726.   | MICHAEL FORREST<br>BY STEPHEN BURROWS         | PLACE TO BE<br>ANNOUNCED                     |
| Beginning<br>Monday<br>June 3                | OPENING OF FALL<br>COLLECTION<br>Continuous showings by appointment. Contact: Bette Boote, 221-7373.   | KIMBERLY                                      | 1441 BROADWAY<br>NEW SHOWROOM - 16TH FLOOR   |
| Tuesday<br>June 4<br>11:30 A.M.              | PRESS SHOWING OF<br>FUR FASHIONS<br>By invitation. Buyers' show at 3:00 P.M. By reservation. Contact: 354-6340. Thereafter at 333 Seventh Avenue, 19th floor. Contact: 736-0088.   | HALSTON FURS BY<br>A.C. BANG, INC.            | 550 SEVENTH AVENUE<br>SHOWROOM - 14TH FLOOR  |



| <u>DATE</u>                                      | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                                    | <u>WHERE</u>   |
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| Tuesday<br>June 4<br>2:00 P.M.                   | FUR COLLECTIONS<br>BY THREE DESIGNERS<br>Preview of furs designed by Givenchy, Calvin Klein and Viola Sylbert. By invitation. Contact: 736-5550.  | ALIXANDRE FURS                                     | 150 WEST 30TH STREET<br>SHOWROOM - 18TH FLOOR        |
| June 4   | 3:00 P.M., HALSTON FURS (2nd show), 550 Seventh Ave., 19th fl., 535-3542  |  |  |
| Wednesday<br>June 5<br>8:30 A.M.                 | SEMI-ANNUAL<br>SEMINAR<br>Fall, Holiday, Winter collection. Show at 9:00 A.M. Price: \$15.00, members; \$25.00, non-members. Contact: Frances Hodges or Marjorie Reich, OR 9-4484.  | MERCHANDISING MOTIVATION<br>(200 MADISON AVENUE)   | McGRAW HILL AUDITORIUM<br>1221 SIXTH AVE. (49TH ST.) |
| Wednesday<br>June 5<br>11:00 A.M.                | PRESS PREVIEW OF<br>FUR COLLECTION<br>By invitation. Press contact: 524-6968. For buyers, 333 Seventh Ave., 9th floor, by appointment. Contact: 565-4122.   | BILL BLASS FURS<br>FOR REVILLON                    | 550 SEVENTH AVENUE<br>SHOWROOM - 17TH FLOOR          |
| Wednesday<br>June 5<br>5:00 P.M.                 | ANNUAL FUR<br>FASHION SHOW<br>Contact: Alice Encke, Bell & Stanton, 759-4800.   | AMERICAN FUR<br>INDUSTRY                           | HOTEL PLAZA<br>BALLROOM                              |
| Thursday<br>June 6<br>10:00 A.M.                 | PRESS PREVIEW:<br>FALL-WINTER FURS<br>By invitation. Thereafter at 10:30 and 2:30. Contact: 695-8340.   | CHRISTIAN DIOR FURS;<br>LAURENCE KAYE FURS         | 345 SEVENTH AVENUE<br>SHOWROOM - 21ST FLOOR          |
| Thursday<br>June 6<br>11:00 A.M. &<br>11:30 A.M. | PRESS PREVIEW OF<br>FUR COLLECTIONS<br>By invitation. Buyers show at 2:00 (Adolfo); and at 2:30 (Fernando Sanchez). Contact: Sonny, 565-4122.   | ADOLFO; FERNANDO SANCHEZ<br>FOR REVILLON FURS      | 333 SEVENTH AVENUE<br>NEW SHOWROOM - 9TH FL.         |
| Thursday<br>June 6<br>3:30 P.M.                  | FALL FUR<br>COLLECTION<br>By invitation. Fashion Coordinator: Sybil Weinman. Contact: Ernest Graf, 279-0633.  | BEN KAHN WHOLESALE                                 | 150 WEST 30TH STREET<br>SHOWROOM - 131H FLOOR        |
| Friday<br>June 7<br>9:00 A.M.                    | TWO SHOWINGS OF<br>READY-TO-WEAR<br>Also at 12:00 Noon. Prices and more details later. Contact: CI 7-3940.  | THE FASHION GROUP, INC.<br>(9 ROCKEFELLER PLAZA)   | N.Y. HILTON HOTEL<br>BALLROOM                        |
| Monday<br>June 10<br>11:30 A.M.                  | PRESS SHOWING: FALL<br>MADE-TO-ORDER<br>By invitation. For private clients at 3:00 P.M. Contact: 794-0888.  | HALSTON  | 33 EAST 68TH STREET<br>SALON                         |
| Friday<br>June 14-<br>June 16                    | THIRD ANNUAL PRESS<br>WEEKEND IN MONTREAL<br>"Montreal Mode" -- Fall-Winter collections by leading designers of men's and women's fashions. Fashion presentations will be staged by Iona Monahan. By invitation. Contact: Jerrie Rosenberg, 421-3974. | GOVERNMENT OF QUEBEC                               | CHATEAU CHAMPLAIN &<br>LE CHALET                     |
| Sunday<br>June 16-<br>June 20                    | SIXTY-THIRD NATIONAL<br>PRESS WEEK<br>Fall showings for press. By invitation. Director: Mildred Sullivan, LA 4-0461.  | N.Y. COUTURE BUSINESS<br>COUNCIL (141 W. 41ST ST.) | N.Y. HILTON HOTEL<br>6TH AVE. & 53RD ST.             |
| Wednesday<br>June 19<br>12:00 Noon<br>Luncheon   | MILLINERY SHOWING<br>FOR THE PRESS<br>"The Finishing Touch" -- semi-annual millinery show. By invitation. Contact: Burt Champion, 686-2975.   | MILLINERY INSTITUTE<br>OF AMERICA (10 EAST 40TH)   | HOTEL AMERICANA<br>GEORGIAN ROOM                     |



|          |  |                     |                      |
|----------|--|---------------------|----------------------|
| Thursday | PRESS PREVIEW:   | MEN'S FASHION ASSN. | ESSEX & SUSSEX HOTEL |
| June 20- | FASHION CLINICS  | OF AMERICA          | SPRING LAKE, N.J.    |
| June 23  | Sixth annual Fall-Winter preview of men's and boys' fashions. By invitation. |                     |                      |
|          | Executive Director: Norman Karr. Fashion Director: Chip Tolbert. Contact:    |                     |                      |
|          | Katherine Agnello, LT 1-8210.  |                     |                      |

|          |   |                   |              |
|----------|---|-------------------|--------------|
| Monday   | FALL SHOWINGS   | AMERICAN DESIGNER | HOTEL PLAZA  |
| June 24- | FOR VISITING PRESS                                    | SHOWINGS          | TERRACE ROOM |
| June 28  | By invitation. Publicity: Eleanor Lambert, MU 8-2130. |                   |              |

OUT OF DATE ORDER

|           |   |                     |                           |
|-----------|---|---------------------|---------------------------|
| Beginning | OPENING OF FALL   | KAMALI              | 787 MADISON (67TH ST.)    |
| Monday    | COLLECTION  |                     | SHOWROOM - 2ND FLOOR      |
| April 29  | Continuous by appointment. Contact: 755-7325.   |                     |                           |
|           |   |                     |                           |
| Monday    | FALL AND WINTER   | TSEKLENIS OF ATHENS | HOTEL DRAKE (PARK & 56TH) |
| April 29- | COLLECTION  |                     | SHOWROOM - 2ND FLOOR      |
| May 4     | Continuous by appointment. Contact: 421-0900, ext. 2005; Sandy Garihan at Calisch Assoc., 489-8420. |                     |                           |

CONTINUOUS SHOWINGS - THESE FALL COLLECTIONS HAVE OPENED

|   |   |
|---|---|
| ADDENDA BY PATTI CAPPALI. . . . .           | 1407 Broadway, showroom 915, 736-5282     |
| ALLEYCAT BY BETSEY JOHNSON . . . . .        | 1407 Broadway, showroom 1803, 947-4305    |
| JOHN ANTHONY RAINWEAR . . . . .             | 550 Seventh Avenue, 24th floor, 239-7080  |
| THE ARKINS . . . . .                        | 530 Seventh Avenue, 7th floor, WI 7-5324  |
| BENSON & PARTNERS; & OUTLANDER GROUP LTD. . | 1407 Broadway, Suite 2107, 354-0026       |
| BUTTERNUT BY ELAINE POST . . . . .          | 1407 Broadway, 14th floor, 594-8880       |
| CARLYE BY SADYE WEINBERG . . . . .          | 530 Seventh Avenue, 8th floor, 244-6761   |
| CASI . . . . .                              | 530 Seventh Avenue, 2nd floor, 594-4470   |
| D D DOMINICK SPORTSWEAR COMPONENTS. . .     | 525 Seventh Avenue, 7th floor, 354-0026   |
| COLLECTORS ITEMS BY ANNE FOGARTY . . .      | 550 Seventh Avenue, 7th floor, 564-9115   |
| ANNE FOGARTY FOR LEONARD SUNSHINE . . .     | 550 Seventh Avenue, 7th floor, 564-9115   |
| DIANE VON FURSTENBERG . . . . .             | 530 Seventh Avenue, 14th floor, 354-8336  |
| GAVI BY HELMAR COOPER . . . . .             | 530 Seventh Avenue, 26th floor, LO 3-6126 |
| GENRE BY GIL AIMBEZ (DIV. PETER CLEMENTS) . | 530 Seventh Avenue, 2nd floor, 354-1855   |
| GINORI & GINORI PLAYERS . . . . .           | 498 Seventh Avenue, 12th floor, 244-4700  |
| GIORGINI . . . . .                          | 550 Seventh Avenue, 5th floor, 279-3410   |
| HALSTON III . . . . .                       | 550 Seventh Avenue, 14th floor, 354-6340  |
| DANIEL HECHTER. . . . .                     | 530 Seventh Avenue, 9th floor, 221-1033   |
| JAMISON . . . . .                           | 498 Seventh Avenue, 24th floor, 239-9477  |

(continued on following page)



THESE FALL COLLECTIONS HAVE OPENED (continued from page 14)

NAT KAPLAN, INC. . . . . 498 Seventh Avenue, 21st floor, 239-9400.

KAPPI . . . . . 498 Seventh Avenue, 21st floor, 239-9494

GAYLE KIRKPATRICK FOR TUDOR SQUARE SPORTSWEAR .. 1407 Broadway, Suite 2106, 279-8120

JUAN SEBASTIAN, INC. . . . . 1441 Broadway, Suite 1468, 221-6480

LOOMTOGS TENNIS WHITES . . . . . 1407 Broadway, 35th floor, 594-2100

T.T. MALLO BY MAX ADLER . . . . . 205 West 39th Street, 6th floor, 221-6330

MAISONETTE BY HOWARD LAWRENCE . . . . . 498 Seventh Avenue, 16th floor, CH 4-0600

MIC TAC OF PARIS FOR LEONARD SUNSHINE, INC. .. 550 Seventh Ave., 7th floor, 564-9115

MIGNON & MIGNON SPORT BY DOROTHY FARBO .. 498 Seventh Avenue, 15th floor, BR 9-5991

MIRSA KNITWEAR . . . . . 1410 Broadway, 12th floor, 489-8420

NANTUCKET NATURALS . . . . . 498 Seventh Avenue, 17th floor, CH 4-3558

PARIS COLLECTIONS . . . . . 543 Madison Avenue, 3rd & 5th floors, 832-7100

PF BOUTIQUE & KNITS; PARNES-FEINSTEIN .. 530 Seventh Avenue, 10th floor, 279-0952

RAFAEL BY BILL KAISERMAN . . . . . 29 West 56th Street, 5th floor, 582-1760

ABE SCHRADER BY BELLE SAUNDERS. . . . . 530 Seventh Avenue, 15th floor, LO 4-9194

MORT SCHRADER BY JOEY GARGUILLO . . . . 530 Seventh Avenue, 15th floor, LO 4-9194

SCHRADER SPORT BY JUDY LUSCHER. . . . . 530 Seventh Avenue, 6th floor, LO 4-9194

SIBLEY-COFFEE LTD. . . . . 37 West 57th Street, Room 910, 758-2341

ST. GILLIAN BY KAY UNGER . . . . . 498 Seventh Avenue, 21st floor, 695-5520

STARRSPORT (DIV. MALCOLM STARR). . . . . 530 Seventh Avenue, 20th floor, 594-0030

JOSEPH STEIN, INC, . . . . . 205 West 39th Street, 9th floor, 736-5890

STEPHAN CASUALS BY SANDY KAYNE . . . . . 530 Seventh Avenue, 15th floor, LO 4-9194

ERNST STRAUSS; SCHNELL SPORTS . . . . . Hotel Gotham, Suite 1001, CI 7-2200

ILKA SUAREZ . . . . . Hotel York, 488 Seventh Ave., Suite 305, 758-2287

LEONARD SUNSHINE KNITS BY ANNE FOGARTY .. 550 Seventh Avenue, 7th floor, 564-9115

MIMI SUNSHINE (DIV. LEONARD SUNSHINE)..550 Seventh Avenue, 7th floor, 564-9115

TEAL FOR GAY GIBSON . . . . . 550 Seventh Avenue, 15th floor, 524-3520

TOWNCLIFFE BY LEAMOND DEAN . . . . . 512 Seventh Avenue, 31st floor, WI 7-3850

LEVINO VERNA (Early Fall) . . . . . 1407 Broadway, 34th floor, BR 9-2345



| 1975    |    |    |    |          |    |    |  |           |    |    |    |    |    |    |
|---------|----|----|----|----------|----|----|--|-----------|----|----|----|----|----|----|
| JANUARY |    |    |    | FEBRUARY |    |    |  | MARCH     |    |    |    |    |    |    |
| S       | M  | T  | W  | T        | F  | S  |  | S         | M  | T  | W  | T  | F  | S  |
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| 12      | 13 | 14 | 15 | 16       | 17 | 18 |  | 9         | 10 | 11 | 12 | 13 | 14 | 15 |
| 19      | 20 | 21 | 22 | 23       | 24 | 25 |  | 16        | 17 | 18 | 19 | 20 | 21 | 22 |
| 26      | 27 | 28 | 29 | 30       | 31 |    |  | 23        | 24 | 25 | 26 | 27 | 28 | 29 |
|         |    |    |    |          |    |    |  | 30        | 31 |    |    |    |    |    |
| APRIL   |    |    |    | MAY      |    |    |  | JUNE      |    |    |    |    |    |    |
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| 20      | 21 | 22 | 23 | 24       | 25 | 26 |  | 18        | 19 | 20 | 21 | 22 | 23 | 24 |
| 27      | 28 | 29 | 30 |          |    |    |  | 25        | 26 | 27 | 28 | 29 | 30 | 31 |
| JULY    |    |    |    | AUGUST   |    |    |  | SEPTEMBER |    |    |    |    |    |    |
| S       | M  | T  | W  | T        | F  | S  |  | S         | M  | T  | W  | T  | F  | S  |
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| 13      | 14 | 15 | 16 | 17       | 18 | 19 |  | 10        | 11 | 12 | 13 | 14 | 15 | 16 |
| 20      | 21 | 22 | 23 | 24       | 25 | 26 |  | 17        | 18 | 19 | 20 | 21 | 22 | 23 |
| 27      | 28 | 29 | 30 | 31       |    |    |  | 24        | 25 | 26 | 27 | 28 | 29 | 30 |
|         |    |    |    |          |    |    |  | 31        |    |    |    |    |    |    |
| OCTOBER |    |    |    | NOVEMBER |    |    |  | DECEMBER  |    |    |    |    |    |    |
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| 12      | 13 | 14 | 15 | 16       | 17 | 18 |  | 9         | 10 | 11 | 12 | 13 | 14 | 15 |
| 19      | 20 | 21 | 22 | 23       | 24 | 25 |  | 16        | 17 | 18 | 19 | 20 | 21 | 22 |
| 26      | 27 | 28 | 29 | 30       | 31 |    |  | 23        | 24 | 25 | 26 | 27 | 28 | 29 |
|         |    |    |    |          |    |    |  | 30        |    |    |    |    |    |    |

MARCH

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JUNE

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| 8         | 9  | 10 | 11 | 12 | 13 | 14 |
| <b>15</b> | 16 | 17 | 18 | 19 | 20 | 21 |
| 22        | 23 | 24 | 25 | 26 | 27 | 28 |
| 29        | 30 |    |    |    |    |    |

SEPT EMBER

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DECEMBER

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| 28 | 29 | 30 | 31 |    |    |    |